



VIEW OF WIRE DRAWING DEPT.

## Charles A. Whiting Addresses Educational Meeting Jewelers' Club of Philadelphia

One of the most interesting meetings which has ever been held under the auspices of the Educational Committee of the Jewelers Club of Philadelphia, took place at the Club Rooms, 93 Chestnut St., on Wednesday evening, March 29th, when Charles A. Whiting, President of the Whiting & Davis Co., described the manufacture of mesh bags, and the great institution which has been built up around this popular and fashionable jewelry article.

The meeting was one of the best this season from the standpoint of attendance, the audience including not only leading members of the Club and representatives from most of the prominent jewelry stores in and around Philadelphia, but there was a large contingent of ladies who were interested in the mesh bag, probably from a personal angle as well as being there to obtain selling information. The meeting was followed by an informal buffet lunch.

Mr. Whiting, when called upon, stated he was pleased to speak on a

subject he is so thoroughly familiar with and gave those present a clear insight into the making of mesh bags. During the course of his remarks he made the statement: "I believe in 'Education in Trade subjects', thereby learning all we can about the goods we make and sell." He said that an investigation recently conducted showed that only about 40 out of 100 people could define Sterling Silver.

To those present he extended an invitation to visit the factory where mesh bags are made exclusively by the most up-to-date methods and requiring 71,000 square feet of floor space. In this space 18 departments are housed, each in charge of a manager.

He spoke of the great improvement made in mesh and machines on which it is made, stating that there were between 350 and 400 machines and all of them built in our own factory by employees in the tool room which at times numbered 50 employees.

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## Bag Topics

**The Trend of Fashion  
Shop Windows—How Dressed  
Antique—vs—Modern  
Nimble Fingers Necessary**

BY HARRY B. ROWAN

In comparing our present day "Style Period" with others that have gone before, one is impressed with its distinctiveness.

Interest compelling and characteristic of it is the new sleeve of large proportions where it touches the wrist. It would seem that Chinese and Oriental effects are the vogue. For us, it is apparent "mesh bags" must harmonize with the costume.

\* \* \* Have you ever noted the difference in a display of 14K diamond set mesh bags in an up-to-date Fifth Avenue shop window, where each was placed by skilful hands to show its beauty of design and workmanship? And then, another shop catering to people with probably less money to spend—its window with an unsightly display fixture from which are suspended Gold and Silver plated bags, like strings of sausages. Would it not be a good idea for Jewelers to give this some thought? It might help sales.

\* \* \* The writer has been in many museums but never yet has he seen a "mesh bag" among articles of jewelry permanently displayed. This is remarkable from the fact that the manufacture of mesh is by no means modern. Hundreds and hundreds of years ago fighting men used steel mesh as a protection against the sword and lance thrusts of an adversary. It never occurred to them to use gold and silver worked up into bags.

\* \* \* The soldered and unsoldered mesh departments are working to capacity due in great measure to the quantity of fancy bags ordered. Many of

Turn over

## Wadco News

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COMMERCIAL PRESS-PRINTERS

### BAG TOPICS Continued

these are unique, and rival lace work in composition and originality and call for skill of the highest order in the making.

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He next described how solder filled wire is made from huge ingots of nickel silver with a core of solder in the center, how these are worked down to .009 of an inch in diameter before using in the mesh machines which make of this fine wire the delicate looking yet strong mesh used in our product.

He spoke of having the display in sample room last Xmas when employees were shown the entire line of Bags, many there were who did not realize the importance of their work until they saw the finished article.

Speaking of the ideal working conditions which prevail in the factory, he said there was an abundance of light and fresh air which was a big asset along with a well equiped hospital which is in charge of an efficient nurse, and also of our restaurant in which we are so much interested where a good dinner is served for 35c. Also the Relief Association to which all belong, paying \$8.00 a week to those on the sick list for the small weekly dues of 10c. He did not forget to mention the Athletic Association and other factory activities, all tending to make one big happy family.

One thing that interested those present was a description of how the benches are arranged they being cross-wise instead of facing the light, thus doing away with a great amount of eye strain due to the necessity for wearing eye shades when facing strong light.

He showed samples of 14th Century mesh which was used as armor

by the knights of old, also the first mesh bag turned out in 1892 which he exhibited to the audience. Mr. Whiting had with him about 50 photographs showing views inside the factory which he circulated among the audience. Those present were amazed at the many processes a mesh bag goes through before completion.

Advertising was next touched upon by Mr. Whiting. He stated that \$25,000 had been appropriated between September and April of last year and that it has been increased to \$50,000 for this year.

Mr. Whiting paid a tribute to the Jewelry Journals, especially the one published in Philadelphia for the work done before national advertising was taken up by the Whiting & Davis Co.

At the conclusion of the address, Mr. Hilsee thanked the speaker in behalf of the Club. The meeting then adjourned for the purpose of informal discussion and buffet lunch.

### WHAT'S HAPPENING

That the Princess Mary has "caught on" is already evident from the orders received and coming in daily. Although but several hundred Princess Mary trade announcements were sent out, the response has been very active. Several thousand bags have been sold from the first announcement. We believe the Princess Mary will set a record for popularity. Certainly the attractiveness and novelty of the new envelope design plus the timeliness of the name is a combination which has all the marks of a big outstanding success.

Mr. Whiting is visiting the west on a business trip. We know what that means—orders, more and more orders that will keep us all on the jump. Incidentally, it sets an excellent example to everyone when the president of the company peels off his coat, metaphorically speaking, and goes after business. And, *incidentally* again, maybe that's the way he got to be president. Moral: get your coat off and dig in.

### THE WADCO AD-MAN.

Expressions of girls in Soldered Mesh:

Phoebe—Who'd have thunk it.  
Francis—My soul, how did that happen.

Tuttie—And what did you say?  
Rosie B.—Gee, I wish I had some candy.

### THE PROVERBS SOUND FAMILIAR

What is home without another?  
A fool and his honey are soon mated.  
Eat your steak or you'll have stew.  
Stays make waist.  
As you sow so must you rip.  
A lie in time saves nine.  
One touch of nature makes the whole world squirm.  
Matri-money is the root of all evil.  
Necessity is the mother of contention.  
Sweet are the uses of diversity.  
A word to the wise is resented.  
Where there's a will there's a lawsuit.  
Hell is paved with big pretensions.  
Pride will have a Fall bonnet.  
Pride goeth before and the bill cometh after.  
There is no soak without some fire water.  
Misery loves company, but company does not reciprocate.  
Look before you sleep.  
Many are called but few get up.  
It's a strong stomach that has no turning.  
Saint heart ne'er won fair lady.  
Silence gives content.  
People who love in glass houses should pull down the blinds.  
Honor is without profit—in most countries.  
A church fair exchange is robbery.  
Fools rush in and win—where angels fear to tread.  
Consistency, thou art a mule!  
Economy is the thief of time.  
A bird on a bonnet is worth ten on a plate.  
Displays are dangerous.  
The poor ye have with ye always—but are not invited.

### FACTS

"Choose a sufficient and varied supply of wholesome food," says an eminent physician, "and you need not bother about the scientific contents of it."

Round the world in 408 hours will soon be possible by connecting up different aerial routes. The usual time for the trip by land and water is reckoned at sixty days.

Cucumbers were originally tropical vegetables.

Water, pure and cold, is one of the best remedies for indigestion.

Tigers are said to suffer more from seasickness than any other animal.

Orange-trees have been known to bear fruit until they were 150 years old.

## GAME TREES

Wood of certain kinds is scarce; that's why your golf clubs cost you more.

Never before were games so popular as to-day, and never were the manufacturers of game implements busier. Most of these implements are made, partly, at least, of wood, and the world's forests are being ransacked for the best material.

Cane for the handles of polo mallets comes from the East, and is imported in great bundles, tied tightly together. A very special sort of cane is that used for the making of split-cane fishing rods. It is of peculiarly hard and solid texture, and only the outer skin is used. Green-heart, also much in favor for fishing-rod manufacture, comes from North America; blue mahoe, another valuable wood for top joints, is a South American product.

The best black walnut for making gun butts is grown in Kentucky and other of the middle States of North America.

Hickory used in the making of golf clubs is another American tree; English ash is used for the frames of tennis rackets.

Stocks of all sorts of timber ran very low during the war, and, since all wood used for game implements requires long and careful seasoning there is still a famine in many sorts, and a consequent rise in price.

One of the most difficult things to obtain at present is a good shaft for a golf club, especially for a driver. Those people are lucky who own pre-war golf clubs.

## CAST BRASS

The various articles of Bronze, so called, statuettes, clock cases, etc., made in France, where this industry has attained great perfection and extensive proportions, are not, in many cases, genuine bronze, but fine cast brass. Following are the compositions of a few mixtures of metals most frequently used by French manufacturers:

with file and chisel.

	Copper	Zinc	Tin	Lead
1.	63.70	33.55	2.50	0.25
2.	64.45	32.44	0.25	2.86
3.	70.90	24.05	2.00	3.05
4.	72.43	22.75	1.87	2.95

These metals can be easily worked with file and chisel.

Know your men, know your business, know yourself.



## SPRING FEVER

By Ted Peterson

It happened one day last March. One of those days that give you that creepy, vagabond, don't want to be here feeling. That old nomadic instinct handed down from generation to generation ever since the beginning of time. A feeling that you would like to cut loose your moorings and drift leisurely down the river of life to that great island "nowhere." That nonchalant, indolent, spring fever feeling. That's it! spring fever. Well, everything was going along fine until some prize dumb-bell opened the window, in it sprang, I being the nearest victim, it sprang right on my neck. Yes it's spring fever alright. You never know where it is lurking these days until it springs up from under your feet, or down from over your head, or out from behind you, beside you, or in front of you. However we all are more or less susceptible to the droney effects of the annual malady.

Many people get arrested about this time of year on a charge of "mopery with intent to gawk", when in reality it's only spring fever. Some people are afflicted with it the year around. They come to work about 8.00 o'clock but don't wake up until nearly 11.00, and go to sleep about 3.00, but don't get to bed 'til after 9.30. They haven't ambition enough to lay down, unless they're pushed.

Spring fever is a little brother of the "hookworm", (so well known throughout the southern states.) It is generally brought here by the first blue-birds and robins. I have known cases so severe that the party under its influence was so lazy that he sat beside a stove and froze to death, rather than get up and put fuel on the fire.

It is also responsible for the June Weddings. The poor "oil can" staggers along about this time of year, to see his "blushing tomato"; to wear out her present cheek-signer's parlor furniture and soak up heat.

He doesn't spend anything but the evening (he hasn't anything else to spend). He's so weak he falls on his knees before her in his attempt to sit down. Being thus embarrassed, he must say something. So bhuie! goes the whole works. The shanty comes down on his head with a crash; and he has assumed the responsibility of an extra meal ticket for life.

## THE ORIGIN OF SILK

Silk is one of the oldest fabrics known, its discovery having taken place as long as about 5,000 years ago.

It came about in this way. There happened to be at that time a young Chinese Empress, Si-Ling-Chi by name, who was only fourteen years of age. One day she sat watching a silkworm spinning fibre on some mulberry-leaves. This she gathered, and she and the ladies of the Court used it for embroidering their robes.

At first the Emperor was amused; but one day his little Empress presented him with a garment made entirely of the silk. It had such a wonderful sheen that the other Court dignitaries also wished for robes of this wonderful new fabric.

The culture of silk became a national industry from that time. For centuries China carefully preserved the secret of silk culture, and amassed great wealth by exporting it to India, Persia and Arabia.

In the year 350 B. C. a Chinese princess eloped with an Indian prince, and the story says that she concealed some silk-worms' eggs and seeds of the white mulberry-tree in her sandals. The secret thus became known in India, but the Chinese princess who had given it away disappeared mysteriously.

## BELL METAL

The composition of (Standard) bell metal is as follows:

Copper,	78 parts
Tin,	22 "

fused together and cast.

The most sonorous of all the alloys of copper and tin, it is easily fusible and has a fine compact grain and a vitreous conehoidal and yellowish-red fracture. According to Klaproth, the finest-toned Indian gongs have this composition.

A man is like a taek. He can go only as far as his head will let him.

Before honor is humility.

## UNSOLDERED MESH DEPT.

The girls of the unsoldered mesh department gave Flora Landry a pleasant surprise on the 20th of April and presented her with a case of silverware. Miss Landry is to be married April 24th to Charles Clevett. A mock marriage ceremony was performed with Mabel Casey as groom, Blanche Laplante bride, Elizabeth Harris bridesmaid, Stella Mernier best man and Lula Monahan as minister.

Beatrice Ayer gave the bride away, Annie McCluski and Nancy Bell acted as flower girls. The room was prettily decorated in blue and white and a very pleasant evening was spent. The party broke up at a late hour wishing Flora all the success and happiness they could bestow upon her.

**LOST:** A powder puff. Finder please return to Josephine Plante.

Stella Mernier has made quite a hit since she has adopted short dresses.

We wonder why Pearl Cote did not sit down while she was at Flora's shower. Some tight sailor suit, Pearl.

Anybody wishing to buy a Collie pup, see Donald Gamache, as he has seven, 10 days old, of pedigreed stock.

Now that the weather is getting pleasant, we expect Carl Darling will be busy week ends building his new house in Wrentham.

John Whittaker is overhauling his tractor getting ready for the spring plowing.

Henry Hemmingsen would like to know who has some barred rock chicks for sale as he would like to buy a couple of hundred.

**WANTED:** One pair of front forks for a bicycle.

Johnny Goodall.

Anybody having any old tires with a few miles service left in them, and would like to sell same cheap. See Charlie Clamppitt.

They say Milt Bachelor is building a "Radio" garter for ladies, one of the latest things on the market. He expects to have them in all sizes. Get your order in early, girls.

There is no substitute for accurate knowledge.



ERNEST SAVAGE  
CAPTAIN OF W. & D. SOCCER TEAM

## ATHLETIC ASS'N NOTES

## MANAGER LOWE INCAPACITATED

Sunday, May 7th, at 2.30 p. m. a Benefit Game of Soccer football between Whiting & Davis and Fairlawn Rovers on the Whiting Field is to be played. The proceeds will go to Walter Lowe, who has been sick for weeks. This is a worthy cause. Give it your support.

Mgr. Desautelle has entered our team in the Twilight Baseball League. Now let the Rooters and Supporters come out.

A Whist to be held May 12th, for the Athletic Ass'n. Treasury. Valuable prizes are to go to the winners.

Mr. Fred Thompson of the Maintenance Department has purchased a Studebaker Light six touring car.

Mr. C. A. Whiting left on April 18th for a week's trip to the Middle West, including Chicago, Cincinnati, Cleveland and other points.

A very beautiful line of samples has been gotten up with fancy mesh effects in combination with vanity cases.

Princess Mary bags, the big hit of the year, are now made with dorine attached.

## WHITING CHAIN CO.

Bobbed hair is all the style in the Whiting Chain Co. Who is next?

Ed. Coombs is thinking of having his eyebrows bobbed.

Ben Salley spent the holiday fixing his Studebaker. Ben says it runs as good as the Marmon now.

Albert Beyersdorfer sailed for Germany, Saturday, April 22nd, on a six weeks visit at his old home Pfhortzheim.

Betty Swanson is very good at horse back riding, but is much better at riding the goat. Betty is a Daughter of Rebekah now.

Miss Florence Alix is wearing a new diamond ring. We all wish Florence good luck.

After watching the fielding and batting of Rabbit Moranville (Bill Pagington) manager, Louis Blaine has decided to farm him out indefinitely. According to looks Bill had better leave ball playing alone.

## USE YOUR HEAD

A woodpecker pecks  
Out a great many specks  
Of sawdust

When building a hut.

He works like a nigger  
To make the hole bigger—  
He's sore if

His cutter won't cut.

He don't bother with plans  
Of cheap artisans,  
But there's one thing  
Can rightly be said:

The whole excavation  
Has this explanation—  
He builds it  
By  
Using  
His  
Head.

All right. Can we see you during the noon hour? Please answer, Tina and Rhea?

By the office boys.

Leon Mayshaw won a beautiful girl. But it was on a box of candy. Arthur Plante had to buy it from Leon. He couldn't resist it.

Madeline Doran won the Sterling Silver Bracelet at the Dance by dancing the longest with the shortest fellow.